

Message Text

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SUBJ : COMMERCIAL REPORTING: BEST PROSPECTS FY 1979

REF: A) CERP 1216; B) STATE A-3359; C) LAGOS 74 A-39;

D) LAGOS 75 A-145

1. FOR FY 1979 BEST PROSPECTS, EMBASSY WISHES TO LIST 13 CATEGORIES. FIRST 10 LISTED 1974 AND /OR 1975 SUBMISSIONS; ONLY CHANGE IS THEIR RANKING. REFS C AND D AND RECENT USDOC COUNTRY MARKET SECTORAL SURVEY QUOTE NIGERIA, A SURVEY OF US BUSINESS OPPORTUNITIES UNQUOTE CONTAIN AMPLE BACKGROUND WHICH POST WILL SUPPLEMENT WITH BRIEF UPDATES,. SINCE THESE CATEGORIES SO FAMILIAR, POST IS ADDING THREE MORE TO ALLOW FLEXIBILITY. TWO REQUIRE MARKET RESEARCH WHICH IS UNDERWAY.

2. THERE FOLLOW THE FIRST 10 CATEGORIES WITH RANKINGS FOR 1974-75 SUBMISSIONS:

1976 1975 1974

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1. COMMUNICATIONS EQUIPMENT AND SYSTEMS 1 1 4
2. MOTOR VEHICLE MAINTENANCE EQUIPMENT 2 10 -
3. AGRICULTURAL MACHINERY, SERVICES AND EQUIPMENT 3 6 5

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RM BUILDING AND CONSTRUCTION SUPPLIES

AND EQUIPMENT	4	2	2
5. FOOD PROCESSING AND PACKAGING	5	-	9
6. GRAPHIC ARTS, PRINTING	6	9	10
7. ENERGY SYSTEMS	7	4	3
8. HEALTH CARE AND ENVIRONMENT	8	3	8
9. MATERIAL HANDLING MACHINERY AND EQUIPMENT	9	8	6
10. BUSINESS EQUIPMENT AND SYSTEMS	10	7	7

3. THREE ADDITIONAL CATEGORIES ARE:

(A) OIL FIELD AND PROCESS PLANT EQUIPMENT: RANKED FIFTH
IN 1975 AND FIRST IN 1974, THIS CATEGORY MAY STILL BE OF
INTEREST IN 1979.

(B) METALWORKING EQUIPMENT: FIRST TIME LISTED. FMG RECENTLY
ANNOUNCED SELECTION OF CONTRACTORS FOR TWO DIRECT REDUCTION
STEEL MILLS AND MAY AWARD ROLLING MILLS SOON. THESE AND
SOVIET-ASSISTED BLAST FURNACE PLANNED TO BE OPERATIONAL
BY 1981, MAKING THIS CATEGORY OF INTEREST IN 1979.

(C) EDUCATIONAL AND TRAINING EQUIPMENT: FIRST TIME LISTED.
EDUCATION IN EARLY STAGES OF VAST EXPANSION AND WILL STILL
BE ACTIVE MARKET IN 1979. AIRGRAM IN DRAFT.

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